

# why PPC (Pay Per Click Advertising) is important to you

## top 5 reasons to launch a PPC campaign today

1 Your competitors are already there!

2 Data driven benchmarks for success.

3 PPC is agile, providing instant results.

4 Brand Presence in Social Media.

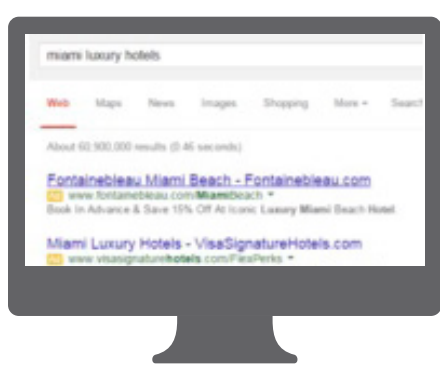
5 Dove tails with other online marketing efforts.

## what is pay per click advertising (PPC)?

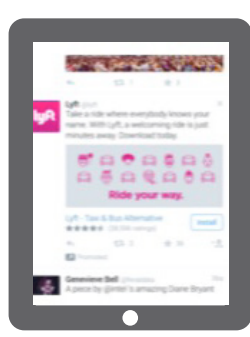
- PPC is an online marketing technique that serves targeted ads to users in search engines, social media, and related online environments (Google, Bing, Facebook, Twitter, etc.)
- Advertisers incur costs when a user clicks on a PPC ad.

“ [Reach] the right customer at the right time with the right ad.”

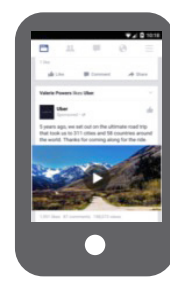
(Source: Search Engine Land)



Google (Desktop)



Twitter (iPad)

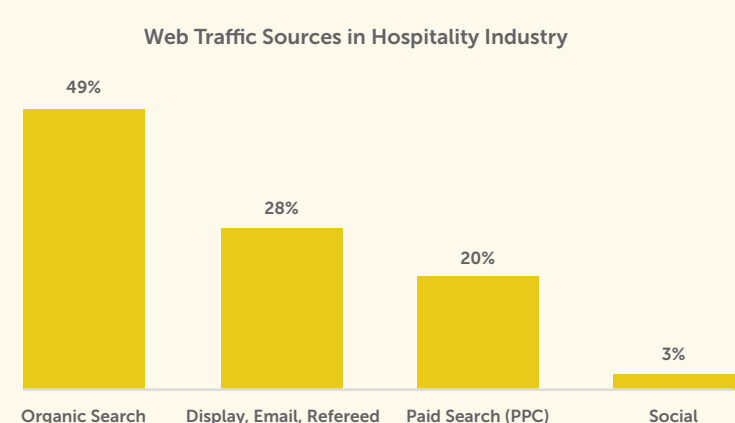


Facebook (Smart Phone)

## your competitors are already using PPC

Hospitality industry receives substantial traffic from PPC

~20% of hospitality industry web traffic comes from PPC\*



\*Source: BrightEdge

## data driven benchmarks for success

PPC takes the guess work out of determining ROI

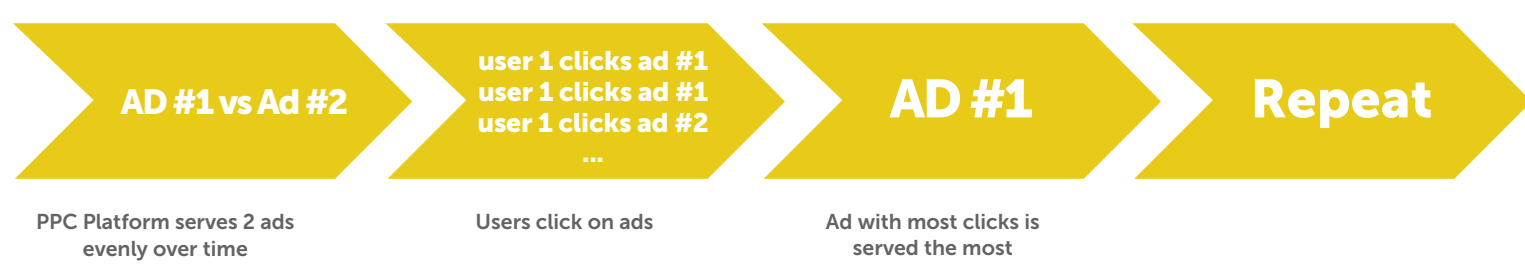
Success Metric – Cost = ROI

- Campaigns begin with clearly defined metrics for success, such as:
  - Sales
  - Sign ups
  - Phone calls
  - Website traffic
  - Any action defined as a “Conversion”
- The formula for determining PPC ROI is to take the value of the success metric subtracted from the PPC cost. A simple formula to evaluate the bottom line.

## PPC is agile and smart, with quick results

Offering a high degree of flexibility with data driven efficiencies

- Updates to PPC campaigns go live within minutes, allowing advertisers to continually improve messaging, promote new products and specials, and deftly shift strategies as needed.
- PPC platforms allow clients to test multiple ad strategies at once. Over time, the best performing strategies rise to the top, and are served the most.
  - Opportunity to leverage testing techniques to learn what users respond to the most!



PPC Platform serves 2 ads evenly over time

Users click on ads

Ad with most clicks is served the most

## mobile tipping point in search

PPC provides opportunities to engage mobile users at their point of need

>50% of Google searches in 10 countries take place on mobile devices (as of 5/5/15)

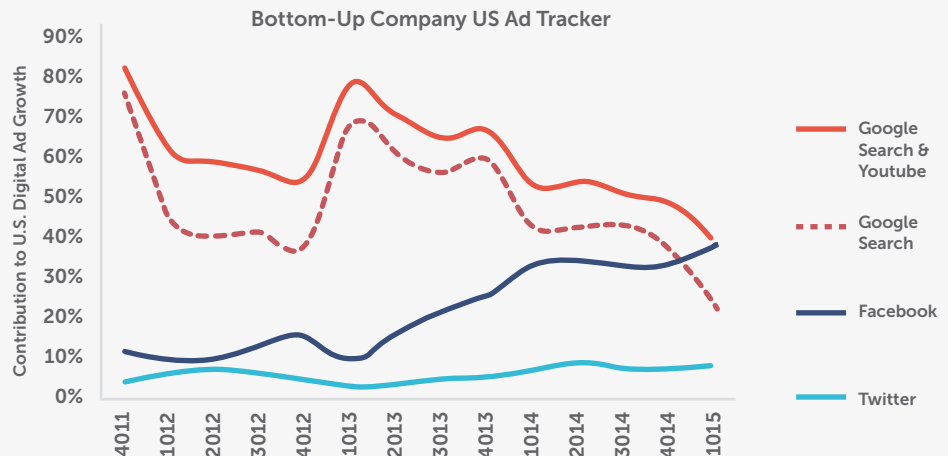
“ ...more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.”

(Source: Google Official Blog)

## brand presence in social media

PPC market in social media is making a name for itself

- Facebook is on track to outpace Google in new ad dollars in the digital advertising space.
- PPC in social media is coming into maturity with competitive pricing compared to search engines, refined demographic targeting, and a focus on mobile interaction and functionality.



Source: Business Insider Intelligence

## PPC provides intelligence for related marketing initiatives

PPC research provides valuable information on your competitors' activities

- PPC competitive intelligence brings to light the online marketing priorities of industry peers.
  - Who are the competitors bidding on your terms (you may be surprised)?
  - What are they spending \$\$ on?
  - How can you outmaneuver them in your SEM efforts?
- PPC identifies low hanging fruit for SEO.
  - Popular search terms that are beneath your competitors' radar
- Regular account reporting includes a look at changes in your competitors' strategy.